

FOR EVERY CHILD

UNICEF Canada Magazine
Fall 2015



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canada

Stories of Transformation

Rebuilding Nepal

Reaching a Little Girl Named Gloria

Talk is Cheap: Our Advocacy
Efforts in Action

Stories of Transformation

A message from our Chief Development Officer, Sharon Avery

On behalf of our President David Morley, everyone at UNICEF and the thousands of children you help save every day, thank you for believing, as we do, that **no child is too far**.

In this issue of *For Every Child*, you'll find inspiring stories of children whose lives have been forever changed, and communities that have experienced remarkable transformations – all because of caring and committed donors like you.

As you know, earlier this year, two major earthquakes struck Nepal. I'd like to thank everyone who responded to this crisis by making a donation to UNICEF. With you by our side, we will continue to do everything we can to help every child survive (Page 10).


When earthquakes hit, the damage is often swift but the scars are long lasting. That's why UNICEF remains on the ground in Haiti. With the help of committed donors like you, progress is constantly being made, but there is still so much rebuilding needed. Learn more about Haiti's hurdles and triumphs over the past five years in "Reaching one little girl" (page 18).

In Cambodia, great strides were being made to eliminate Maternal Neonatal Tetanus, a deadly disease that takes the life of a newborn every 11 minutes (page 16). Then, discover the life-changing power of play in "Galz & Goals" (page 6).

In "Talk is cheap" (page 4), our Chief Policy Advisor, Marv Bernstein, answers questions about UNICEF's ongoing efforts to speak out on behalf of children's interests, and shines a light on national and international policies that put children at risk.

As you read these stories, I hope you'll see that your support truly is making a difference in the lives of children everywhere.

With my sincere thanks,



CHIEF DEVELOPMENT OFFICER
UNICEF Canada



UNICEF is the world's leading child-focused humanitarian and development agency. Through innovative programs and advocacy work, we save children's lives and secure their rights in virtually every country. Our global reach, unparalleled influence on policymakers, and diverse partnerships make us an instrumental force in shaping a world in which no child dies of a preventable cause. UNICEF is supported entirely by voluntary donations and helps all children, regardless of race, religion or politics.

FOR EVERY CHILD

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12-year-old Sanjita Nepali, stands in a field where adults are harvesting wheat in Dolakha Bazar, near the epicentre of the May 12 earthquake in Nepal. UNICEF and partners are providing shelter, hygiene and nutrition supplies across quake-affected areas of the country.

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6

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8

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18

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- 4/ **Q&A: MARV BERNSTEIN** 
 UNICEF Canada's Chief Policy Advisor on making the rights of children paramount—in countries far and wide, and at home in Canada, too.
- 6/ **GALZ & GOALS: HARNESSING THE POWER OF PLAY** 
 In Namibia, UNICEF is helping girls form their very own soccer league. More than simply sports, the league teaches a valuable lesson in empowerment and personal achievement.
- 8/ **A WORLD WITHOUT POLIO** 
 In the final stretch for a polio free world: Nigeria is on the brink of eradication.
- 10/ **NEPAL: AFTERMATH OF AN EARTHQUAKE** 
Six months after the devastation shook the entire country UNICEF is still working hard – building schools, providing aid and improving the lives of the more than 1.1 million children in need of support.
- 14/ **CHANGING THE COURSE OF HISTORY** 
 Access to safe, clean drinking water is a basic human right. Now, a simple water-pump invention is making it easier for anyone to source their own water in their own communities.
- 16/ **VACCINATING MOMS SO BABIES CAN LIVE** 
 Maternal and neonatal tetanus (MNT) is a deadly disease that steals the lives of nearly 49,000 babies every year – 134 preventable deaths each day, or about one every 11 minutes. Thanks to your support, we have made incredible progress.
- 18/ **REACHING A LITTLE GIRL NAMED GLORIA** 
 Five years after an earthquake devastated Haiti, UNICEF is still there making big differences in the lives of children.



Talk is Cheap

AN INTERVIEW WITH MARV BERNSTEIN

UNICEF Canada's Chief Policy Advisor, Marv Bernstein, on the power of low-cost investments in advocacy that mean big shifts on the impact we can have on the rights of children – in countries both near and far, and here in Canada.

When people hear the name UNICEF, they usually think of the work being done in distant parts of the world where we're helping children in times of conflict, famine and emergencies. But Marv Bernstein knows all too well that children across Canada rely on UNICEF just as much. Having practiced family law and spearheaded landmark reforms in children's rights for 38 years, Marv has seen just how important it is for children and young people to have a voice—and a say in their own lives. As part of a small team of advocacy experts at UNICEF Canada, he is putting his experience to work in an effort to change the municipal, provincial and federal systems so that all new policies and laws take children's rights and needs into consideration.

What are some of the biggest challenges facing Canadian children today?

Child poverty in Canada is 21% – or about one in five children. Canada is listed at 17 out of 29 countries in UNICEF's ranking of overall child well-being among industrialized countries, and only 27 out of 29 when it comes to health and safety. Many children, especially in indigenous communities, face disadvantage and discrimination.

We think children in other countries are disadvantaged but the gaps visible in wealthy nations like Canada are growing wider. We have to help children everywhere – including here at home. Yes, we have a great education system and access to essential services but what we



don't have is equity. We need to make sure every child has equal opportunities and access to resources.

Why does advocacy matter?

Advocacy is key to influencing change. It's what enables us to form relationships with decision-makers, understand what motivates them and then find common ground to make a stronger case for children to improve the quality of their lives. It's also about ensuring that young people are aware of their rights, and empowering them so that they can take action and have a say in their own lives.

How does your office help advocate for Canadian children?

UNICEF is the only organization named in the United Nations Convention on the Rights of the Child as the source of expertise for governments.

At UNICEF Canada, we are stewards of the UN Convention on the Rights of the Child and use it as a lens to review current policies and promote new ones. Thanks to UNICEF's reputation, we can open doors and appear before parliamentary committees to see where we can make a stronger argument for children. We are also advocating for a national children's commissioner: someone to report in parliament on behalf of Canadian children and to ensure their interests are promoted at the federal level.

I am a father and grandfather myself, and the people on my team are Canadians with families. We know first hand how important it is for children to have a voice and a higher priority on the national agenda.

How can Canadians make a difference?

We all have a role to play. We need to come together and encourage different parts of society to stand up. We have to help children become legitimate rights holders. We need to be responsibility holders, duty bearers – citizens, businesses, agencies – all of us.

There are pockets of need everywhere in Canada. And to fix that, we need optimism. We need resolve. We

need to find windows of opportunity. Donors need to know UNICEF is helping children here at home just as much as we're helping children around the world.

Looking back, what's the greatest progress Canada has made for children's rights?

We are giving more time and space for young people to be heard. When I started, children didn't have a voice in decision-making or policies. Children didn't know why they were being put into foster care. They had no real legal representation. But many of UNICEF's initiatives for young people are changing that, because the right to be heard is enshrined in the Convention.

Young people today feel a greater sense of empowerment. They are expert witnesses in their own lives. They have something of value to say. As I've often heard children and youth say, **"Don't talk about us without us."**

UNICEF Canada's Core Objectives for Children



1 An Observatory for Canada's Children

- Develop a national body to provide in-depth research and analysis on the status of children in Canada
- Take action to improve their well-being

2 A National Children's Commissioner

- Establish a federal children's commissioner to provide critical oversight for children across all levels of government

3 Child Rights Impact Assessments

- Train key policy and decision-makers in provincial settings about the impact of government decisions on child well-being

4 Policy Analysis

- Develop guidance for government and legal professionals on how to interpret legislation

5 Child and Youth Engagement Opportunities

- Empower the next generation of Canadians to build a Canada where the rights of children are paramount



Galz & Goals:

HARNESSING THE POWER OF PLAY

© UNICEF Namibia/2015

At UNICEF, we believe in the power of play. Play can transform the lives of children. A sport like soccer can help boys and girls develop social skills, gain confidence and learn how to face challenges in a positive way.

Unfortunately, in countries such as Namibia and elsewhere, there is a prevailing attitude that sports are just for boys and that girls should spend their time doing chores around the house.

In response to the lack of opportunities for girls to play organized sports, UNICEF and partners teamed up to create Galz & Goals, a soccer league for girls aged 11 to 15. The program gives girls in this Southern African nation, such as 15-year-old Nondiyo, a safe environment to exercise and enjoy a game they love.

“When I was a little girl, I wanted to play with the boys in the street, but they never let me because they thought soccer is only for boys,” says Nondiyo.



The Galz & Goals team prepares for their next match at a pitch outside of Windhoek, Namibia. To date, the program has reached more than 3,000 adolescent girls with this empowering series.

© UNICEF Namibia/2015

Today, Nondiyo is the captain of her soccer team and a role model for her little sister and other girls in the community.

For some girls, like 14-year-old Prisca, participating in the soccer league meant wearing shoes for the first time. One in three children in Namibia is living in households that are below the poverty line. Prisca's family, as with many families living in the capital city of Windhoek, struggles just to feed their children, let alone buy them shoes.

Beyond the chance to play sports, Galz & Goals integrates healthy lifestyle components into each game and practice. Issues such as gender discrimination, drug and alcohol abuse and HIV and AIDS are addressed, of which the latter is particularly important, considering that Namibia has one of the highest infection rates in the world.

“One can learn a lot from soccer,” says Yetijiwa, who joined Galz & Goals when she was in Grade 6. “If you fall in soccer, even if you are injured, you find the strength not to give up,” she says. It’s a lesson Yetijiwa and her teammates are applying to challenges off the field: “If you fall in life, you get back up.”

The successful program empowers girls and teaches them that no goal is too far from their reach. Empowered girls are more likely to postpone marriage and childbearing until they are older and better able to care for their children when they are born. And

they are better able to protect themselves from sexual exploitation and abuse. “Through the Galz & Goals project, girls gain the knowledge and confidence to make smart choices in their lives,” says Ian MacLeod, former UNICEF Representative for Namibia.

All the girls in the program receive a Galz & Goals “passport” containing an oath and tips that encourage them to pursue their dreams. For many of the girls, those dreams include playing soccer for Namibia in the FIFA Women’s World Cup™, a goal that would have been unimaginable only a few years ago. But it goes beyond soccer aspirations. Says Nondiyo, “Galz & Goals motivated me to succeed and improve academically. My biggest dream is to obtain the highest qualification in actuarial science. That, and to play soccer professionally,” she adds with a smile.

“Sport and play are important to UNICEF because they are vital elements in the health, happiness and well-being of children and young people,” adds MacLeod.

The critical role of sports in the lives of girls and women took centre stage at the FIFA Women’s World Cup Canada 2015™. With the world watching, the event was a win for women and girls everywhere. And a big thank you goes out to all the fans who donated to UNICEF’s **#HighFiveIt** campaign.





Girls at a school in Kano, Nigeria excitedly show off their pinkies that have been marked with ink to indicate they've been vaccinated against polio.

A World Without Polio

MICHAEL SANDLER, UNICEF COMMUNICATIONS DIRECTOR, REPORTS FROM NIGERIA

I recently returned from a trip to Nigeria and I am cautiously optimistic about what I witnessed. I was in the West African nation to check on the fight to eradicate polio.

Polio is a highly contagious viral disease that can cause crippling paralysis and sometimes death. Anyone can contract polio, but children under five are the most vulnerable. Polio has been eradicated from Canada, and since 1988, polio cases have dropped by 99%. We have the tools and means to completely eradicate the disease, but in remote and underserved areas such as northern Nigeria, many obstacles still remain, including security threats and vaccine refusal.

UNICEF has joined together with Rotary International, the World Health Organization and valued donors of the 100% Campaign to overcome these obstacles, and I'm happy to report it's working. In 2006, there were 1,000 cases of polio-induced paralysis in Nigeria. In 2014, there were only six reported cases. As this magazine goes to press, it'll be one year since the last case was detected. **If the World Health Organization removes**

Nigeria from its list of polio-endemic countries, only Pakistan and Afghanistan will remain.

With the support of committed donors like you, UNICEF will continue to do everything in our power to reach every child, everywhere, and create a polio-free world.

FAST FACTS



- Vaccine teams include a social mobilizer, vaccinator and data recorder



- The polio vaccine must be kept below 8° C



- The wild poliovirus cannot survive for long periods outside of the human body. If the virus cannot find an unvaccinated person to infect, it will die



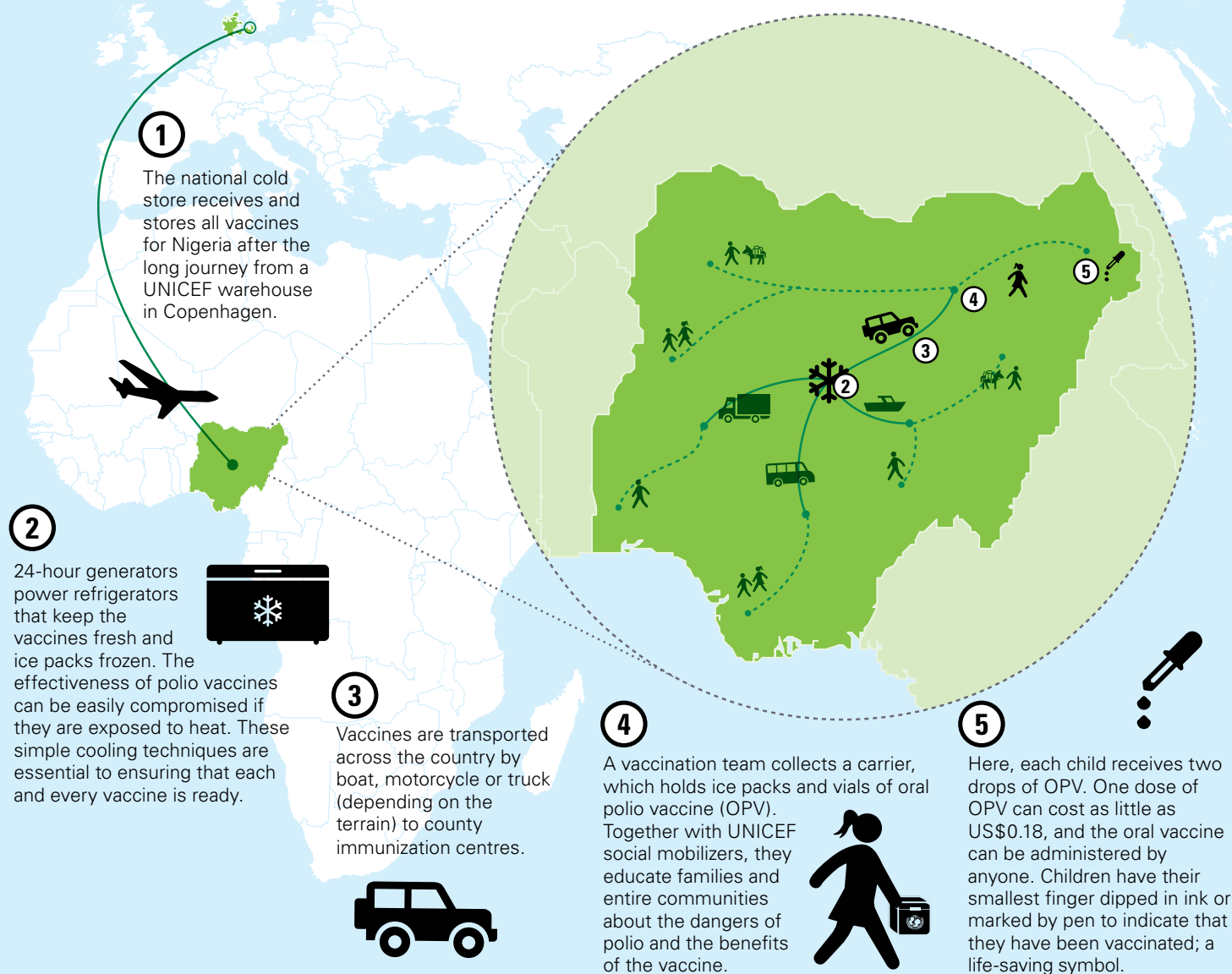
- One in 200 polio infections leads to irreversible paralysis. Among those paralyzed, 5% to 10% die when their breathing muscles become immobilized



CHAIN OF LIFE

The journey of the polio vaccine in Nigeria.

UNICEF goes to extraordinary lengths to set up and maintain a system of refrigerated storage and transportation, called “the cold chain,” to ensure that vaccines aren’t ruined by heat or power failures.



SOCIAL MOBILIZERS ARE KEY

Social mobilizers are volunteers from the community who spread the word about the importance of polio vaccines. This vaccination team (consisting of supervisor/house marker, Hadiza Muhammad; vaccinator, Hasana Mustafa; and Volunteer Community Mobilizers, Zainab Abbakar and Sabuwa Muhammed) just picked up their supplies and are preparing to head out into Kano’s streets.



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Nepal:

AFTERMATH AND RECOVERY

When two major earthquakes hit Nepal on April 25 and May 12, 2015, no one could have imagined the devastation they would create. More than 8,969 people were left dead. At least 22,310 injured. And 1.1 million children left in urgent need – including many in remote areas all but impossible to access. To make matters worse, more than 100 aftershocks have since rocked the region, compounding the destruction and leaving the people of Nepal in a state of uncertainty and fear.

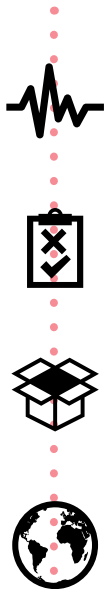
In emergencies such as this one, waterborne diseases are imminent, with food and water shortages compounding an already dangerous situation. Here, children must resort to sleeping in fields, often in

the drenching monsoon rains. Providing aid isn't a simple matter; the country's poor infrastructure and difficult terrain complicates our efforts to save lives. Nevertheless, we are making a difference.

The 200 UNICEF workers on the ground have been working around the clock to provide children with health care, water, nutrition, education, protective services and much more.

Thanks to a stockpile of vital supplies, an emergency plan and the ongoing support of donors like you, UNICEF was able to rally from the moment the ground first stopped shaking.

FIRST 48 HOURS



- Located staff and assisted with locating their families on the ground
- Briefed first responders with the latest Situation Report
- Assessed the immediate needs of children and their families along with the state of infrastructure
- Determined available pre-positioned supplies
- Worked with UNICEF Supply Division to map affected areas
- Deployed global UNICEF emergency specialists
- Led Cluster Response Teams



WITHIN THE FIRST WEEK

- UNICEF activated global supply routes, provided clean, safe drinking water to thousands in need, established anti-trafficking protocol and led non-governmental organizations and UN agencies
- With the tremendous work of our staff on the ground, we had enormous impact on children and their families



A young girl stands amidst the destruction of the series of earthquakes that devastated Nepal on April 25, 2015.

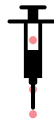
© UNICEF/Nepal/2015/Chandra Shekhar Karki



© UNICEF/NVHQ/2015-1193/Panday

FIRST MONTH

- Reached approximately 305,100 people with clean water interventions
- Provided approximately 45,200 people with access to adequate sanitation and hand-washing facilities and provided more than 225,600 people with hygiene education
- Set up 65 Child Friendly Spaces for displaced communities, benefitting nearly 10,000 children
- Launched a major measles and rubella immunization campaign, targeting 504,000 children



THREE MONTHS LATER

- 655,910 people provided with access to clean water
- Essential nutrition supplies delivered to 600,000 children under five in the 14 most affected districts
- 106,000 children provided with education through more than 1,000 Temporary Learning Centres
- 513 women and children were intercepted from being trafficked
- 89,371 parents and children benefitted from community-based psychosocial support and care

LEADERSHIP IN EMERGENCIES

When an emergency strikes, governments task UNICEF with taking a leadership role in coordinating many of the agencies that provide humanitarian assistance. We lead relief efforts in nutrition, water, sanitation, hygiene, education and child protection. Our coordination helps agencies avoid duplicating efforts and ensures that support reaches children and families, quickly.



NEARLY SIX MONTHS ON

- Some 175,000 people provided with access to sanitation and hand-washing facilities
- 2,000 children with severe acute malnutrition treated with therapeutic foods
- 500,000 children immunized against measles and rubella
- Ongoing Family Preservation and identification of unaccompanied and separated children
- 99,669 children benefitting from UNICEF Child Friendly Spaces
- 3,309 children in Child Care Homes provided with food and shelter
- 725 people were prevented from being trafficked
- 1,238 Temporary Learning Centers set up to benefit 123,800 children



A SAFE PLACE TO STAY

When Preeti Thami felt the ground shake, the first thing she thought of was her eight-month-old daughter, Rashmi – alone at home just a short distance away. Preeti had left her infant sleeping for just a few minutes so that she could buy food nearby, never imagining she'd be running home in a state of sheer panic.

“I felt the worst fear ever,” says Preeti. “I went up to the second floor of our shaking building, and I found my baby screaming.”

On the way out of the building, Preeti was hit by falling debris, but she and Rashmi made it out just before the entire building collapsed. With nowhere safe to seek refuge, Preeti and her husband walked three hours with their baby to Charikot, the district capital, where they lived in a truck and a makeshift tent for a month, braving the rain and cold.

The family then found a space in a UNICEF-supported shelter home on the grounds of Dolakha's department of health, one of 22 shelters set up by UNICEF in the hardest-hit districts. Here, Preeti and her family have a safe place to live, as well as furniture, blankets, medical kits, hygiene supplies, food and clean water.

“Here I feel secure. My baby is safe,” says Preeti.

“I lost everything, but I saved the most important person in my life. We are safe and we are alive, so we will be able to do anything to rebuild our lives.”



A WELCOME PLACE TO PLAY

Nine-year-old Ganga was at a friend's house when an aftershock hit her community of Charikot, just 15 kilometres from the epicenter.

“I was so afraid,” says Ganga. “I thought the house would collapse.”

Since then, Ganga, her twin sister, her brother and their parents have been living in a tent and attending the camp's UNICEF-sponsored Child Friendly Space. Here, children are given an opportunity to just be kids – laughing, dancing and playing together. One of the camp's many volunteers is famous Nepali actor Kuisang Rumba, who shows the children dance moves while making music with his lips. The children break out in laughter and join him to repeat his choreographed moves, while Ganga watches on and giggles shyly.

“On the first day, many of these children were shy, afraid of everyone and mostly passive,” Kuisang says.

“However, after three or four theatre and dance sessions, most of them start to participate, to interact and to join me in my funny moves.”

This respite from the devastation of the earthquake and its aftershocks is just one way UNICEF is helping to normalize life for thousands of displaced children.



WHAT'S NEXT FOR NEPAL?

Long after the media has left, UNICEF will still be at work in Nepal – attending to immediate needs and planning for the long-term recovery of the country. Not only is UNICEF dedicated to getting Nepal back on its feet again, we're also committed to ensuring the country is rebuilt better than before in all areas.

NEW AND IMPROVED

Before the first earthquake hit the country on April 25, there were about one million children out of school across Nepal. Of that number, only about one in three children made it to Grade 4. Likewise, the country's adult literacy rate was just 40%, meaning a small percentage of children were growing up with the building blocks of a basic education.

Today, one of UNICEF's primary goals is to rebuild Nepal's education system and infrastructure in order to address these issues – so that we can help the country provide its children and youth with uninterrupted, quality education in even the most remote areas.

ONE-YEAR GOALS

This year, UNICEF will work to put permanent, long-term solutions into place across the country. Specifically, the funds we've collected for Nepal will be invested in:

- phasing children out of temporary, camp-based classrooms
- building permanent schools that are safe and earthquake resistant
- training teachers in education as well as earthquake awareness, games and art-based activities to help children deal with anxiety
- breaking down deterrents to education, such as child labour, child marriage, poverty and discrimination

LONG-TERM GOALS

Education is essential to ensuring health, nutrition, protection and sanitation in developing countries such as Nepal. It is also the best tool we have to combat poverty. That's why it's vital that we continue to invest in schools here for the long term. Our target for 2017 is to provide quality education to **12 million children across Nepal.**

Over the next five years, UNICEF will focus on:

- delivering a steady source of supplies and materials
- training more teachers in helping their students feel safe
- ensuring uninterrupted learning and counselling

With these goals in place, we are well on our way to helping Nepal rebuild itself.

Because no child is ever too far.

Corporate and community groups across Canada united to raise much needed funds for children and families affected by the Nepal earthquake.

SPECIAL THANKS TO OUR MAJOR EMERGENCY PARTNERS:



IKEA Foundation 



peel District School Board



UNICEF Canada's emergency partners play a critical role in supporting UNICEF's emergency relief efforts to help save and improve the lives of children around the world. To learn more about partnership opportunities with UNICEF Canada, please visit: unicef.ca/partners or e-mail corporatesupport@unicef.ca.

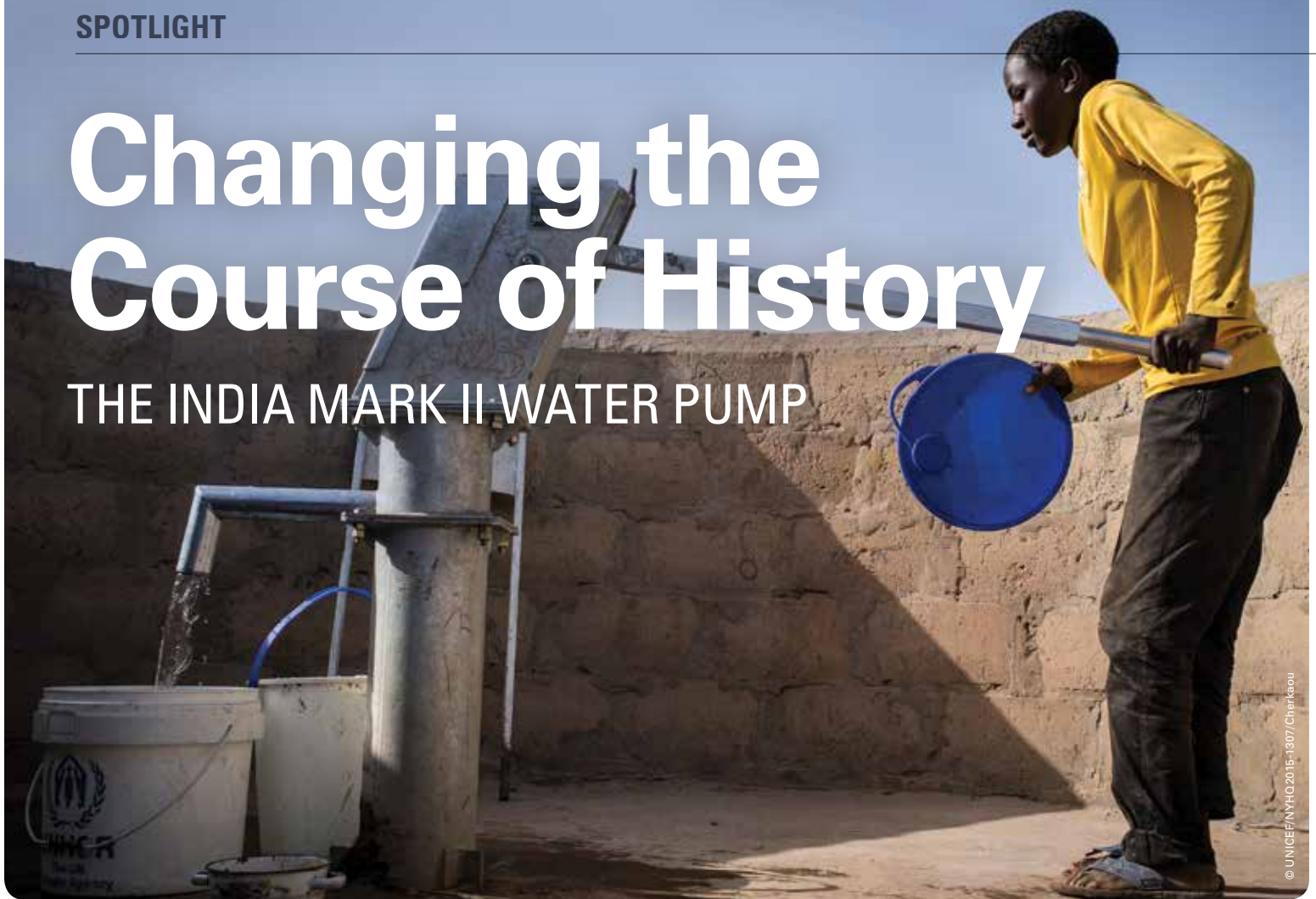


DID YOU KNOW?

UNICEF has been active in Nepal for more than half a century.

Changing the Course of History

THE INDIA MARK II WATER PUMP



© UNICEF/NVHO/2015-1307/Cherkaou

One of the simplest and most powerful inventions in the world, the **India Mark II water pump**, has revolutionized the lives of millions of people around the world. Created in 1975, with UNICEF's support, and based on a model by a self-taught mechanic from India, this incredible water pump is durable and extremely easy to maintain. Not only does it provide fresh, potable water to entire communities, this simple pump also has vital secondary benefits, especially for women and children.

But what is the true value of the pump? Every water pump installed means:

- a drastic **reduction in water-borne disease** – the leading cause of death in the world
- **increased security** for women and children, who no longer risk being assaulted or abducted when fetching water

- less time spent fetching water and an increased **chance to attend school** mean women are less likely to marry young
- the ability to **keep livestock and grow crops**, as the pump helps free up time spent gathering water
- **vital roles for women** in their communities, as they are usually responsible for maintaining and repairing pumps

The India Mark II water pump has drastically changed the lives of women and children, like seven-year-old Naimat from Tawila, Sudan.

Before the pump was installed in her village, every morning Naimat had to walk 700 metres to the closest pump, and enter into the centre of the region's bitter conflict.

"I usually only came in the morning, before the sun came up," says Naimat. "I'm scared the soldiers will shoot at me from the hill if they see me."



As the area's only source of clean water, the pump became a place of tension and fear, where soldiers and villagers fought for a commodity so valued that many who made the journey were raped, beaten or killed.

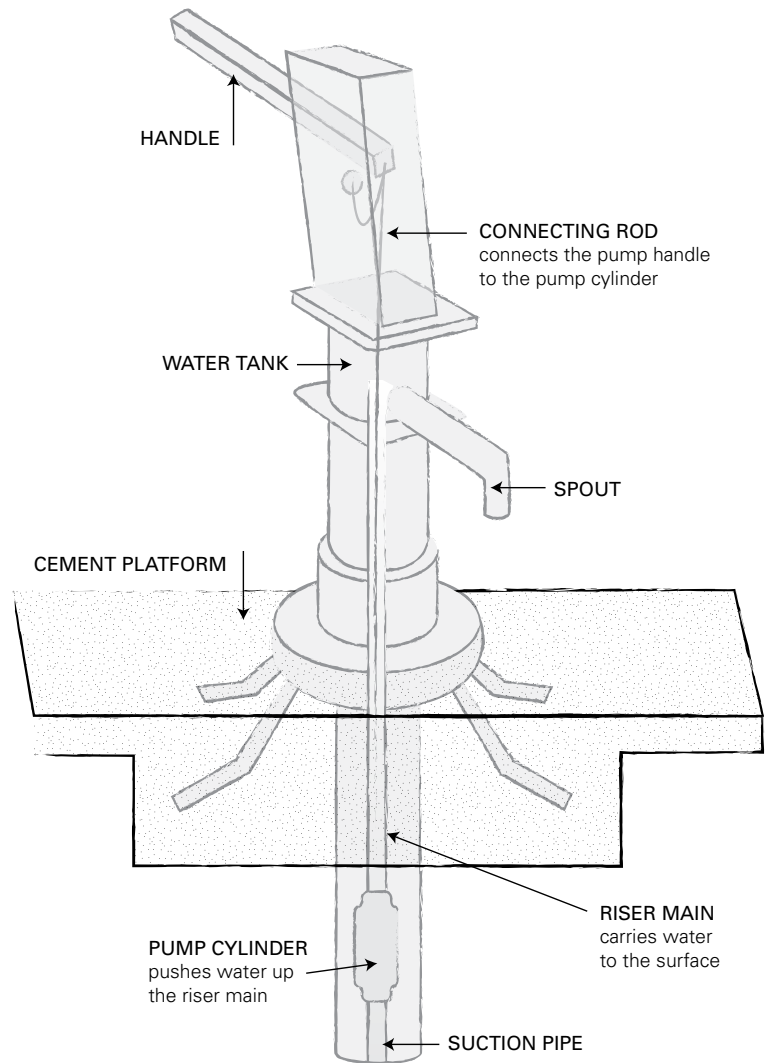
UNICEF's solution? Install an India Mark II water pump right in the village, away from the original pump frequented by soldiers. This new pump provided the local residents with safe access to clean water and kept them from having to relocate to refugee camps for their own protection. It has given children like Naimat enough free time to attend school. In places like Darfur, water pumps are key to building and maintaining a vital peace.

DID YOU KNOW?

Since the 1990s, more than 2.6 billion people have gained access to improved sources of drinking water, and an astounding 147 countries have now met the Millennium Development Goal target for water.



Today, 91% of the global population is using an improved source of drinking water, such as this water pump.



Although clean water is key to survival, there are still many geographic, socio-cultural and economic inequalities that keep millions of innocent people from accessing this most basic of human rights. That is why UNICEF continues to invest in research and development into even better water-pump systems, such as a new solar pump that's simple to install, requires zero human energy to operate and is virtually maintenance free.

In Cambodia, UNICEF is also involved in a mobile well-mapping project, which uses smartphones and tablets to map the country's key wells so the information is available in event of an emergency. Now, when a flood hits, authorities will know which wells need immediate attention and can send repair teams to keep clean water flowing. It's also a way to identify areas in need of immediate relief and assistance.



Thanks to our donors, UNICEF is able to pump vital funds into this kind of innovative research – ensuring communities everywhere have immediate, uninterrupted access to clean water. Your support brings the most basic necessity for life to the most remote places on earth. So that no child, and no water source, is ever too far.

FROM THE FIELD

Mothers and their young children eagerly wait for their life-saving tetanus vaccine in the rural province of Mondulkiri, Cambodia.

CONGRATULATIONS!
On September 17, 2015,
Cambodia announced it
has eliminated MNT!

Vaccinating Moms so Babies Can Live

© US Fund for UNICEF/2015/BIllue

In a small village, deep in the rural province of Mondulkiri, in Cambodia, Phalla Srey Lin and her husband scratch out a living for themselves and their daughter farming rice and cassava on a small patch of land.

Like mothers everywhere, Phalla Srey Lin has big dreams for her two-year-old daughter, Nget Snet. “I want her to study, to graduate and become a doctor,” she says. “Being a doctor could have a lot of advantage in our village. We have a health centre, but we still have a lot of people who need help.”

Nget Snet could grow up to be that help. She could grow up to be the person who creates a new cycle of health and hope in her village, in Cambodia and possibly even the world.

That’s what happens when we invest in human potential. For Nget Snet, that investment began when her mother received her series of tetanus toxoid vaccines, protecting Nget Snet and any future brothers or sisters from tetanus – all thanks to our generous, thoughtful donors.

49,000 PREVENTABLE DEATHS

Maternal and neonatal tetanus (MNT) is a deadly disease that steals the lives of nearly 49,000 babies every year – 134 preventable deaths each day, or about one every 11 minutes.

The effects of the disease are excruciating. Tiny newborns suffer repeated, painful convulsions and are extremely sensitive to light and touch. Any physical contact exacerbates the baby’s pain, so even a mother’s touch hurts, leaving the baby to writhe in agony – unheld – for days. Or until death.

MNT is simple and inexpensive to prevent. Three vaccinations protect a mother and her future newborns. The challenge is reaching women in remote areas such as Mondulkiri province in Cambodia, where Phalla Srey Lin lives.

Mondulkiri has a high ethnic minority population, creating linguistic and cultural barriers to immunization and health education. The population is spread thin over a vast, tough-to-navigate landscape. Here, high



JOINING FORCES TO ELIMINATE MNT

The Challenge



What is tetanus

Tetanus is found in soil around the world. Although it's associated with rust, it's the surface of rusty objects that creates a prime habitat for tetanus spores.



How it's caught

Because tetanus is everywhere, mothers who give birth alone and in unsanitary conditions are at risk. At birth, a mother can give tetanus to her child when unsterilized blades are used to cut the umbilical cord.



What it does

Tetanus starts as lockjaw, and when left untreated, it courses through the body like a poison causing severe spasms, sensitivity to touch, and an excruciatingly painful death.

The Solution



Vaccination

Full vaccination is accomplished with three USD 60¢ vaccinations providing immunity for a mother and her newborn.



Training

Health workers are taught proper cord care and how to use sterilized equipment to ensure neither mother nor infant is put at risk.



Education

Women and girls are taught safe and skilled birthing practices so that their children remain uninfected.

Eliminate Project: UNICEF has joined forces with Kiwanis and the Government of Canada to eliminate MNT globally. **Join us.**

It costs only US \$1.80 to protect a mother and her newborn baby from tetanus. To learn more, visit unicef.ca/mnt.



Kiwanis

Canada

migration rates make it difficult to reach new, sometimes transient residents.

OVERCOMING CHALLENGES

UNICEF has partnered with Cambodia's health ministry to put volunteers on the ground in Mondulhiri to educate women and other community members about the importance of MNT vaccines.

"Volunteers are used because health-care workers simply can't talk to every pregnant woman," explains UNICEF Cambodia health officer Chum Aun.

Ya Tharin is one such volunteer. The 52-year-old has seen far too many babies die of tetanus. Today, 30 years after losing members of his own family to MNT, he's doing what he can to help other families: by spreading the word that tetanus is preventable. He and other volunteers attend monthly training sessions where they learn about antenatal care and then share valuable insights with women in their villages.

That was how Phalla Srey first learned about the tetanus vaccine, through a volunteer in her community.

"A service like this helps people understand," she says, holding her daughter in her arms. "I would just like to say, thank you."

It's a slow process, but it is working. Thanks to donors like you, UNICEF has made great progress against this horrific disease in Cambodia. To learn more about MNT and how your support can make a difference, visit unicef.ca/mnt. Together, let's eliminate MNT and save the lives of mothers and newborns everywhere.



Reaching a Little Girl Named Gloria

AGE 9



© UNICEF/PFP/2014/Lively INSET: © UNICEF/PFP/2014/Lively

Gloria was just four years old when a massive earthquake devastated her country, Haiti, in 2010. More than 220,000 people died and more than one million people were displaced. The destruction could be seen and felt in every corner of the impoverished nation, including Gloria's tiny little village of Citron Marlique, set high in the hills north of the capital, Port-au-Prince.



In addition to the heartbreaking toll on human lives, the earthquake wreaked havoc on homes and buildings. As many as 5,000 schools were destroyed, a tremendous loss in a country that had far too few schools to begin with.

Growing up in one of the poorest nations in the world, Gloria had little hope of receiving a quality education even before the earthquake hit. In the remote area where she lives, there was no school – only a handful of volunteers struggling to teach kids to read and write.

OUT OF CHAOS COMES HOPE

In a very unexpected way, the earthquake changed Gloria's future. In response to the crisis and its aftermath, UNICEF committed not only to reopening Haiti's schools, but to rebuilding the education system, better than ever. Within just two years, thanks to the support of donors like you, new schools were built and millions of Haitian children headed to the classroom, including Gloria – many for the very first time.

Fast-forward three years, and Gloria is thriving. The straight-A student loves school and is eager to learn. When you give her a blackboard, she doesn't draw flowers or balloons like other nine-year-old girls might, she does math equations. "Math is my favourite subject," she says with a smile. Gloria studies every night, and when she's done, she proudly packs her UNICEF backpack for the next day.

Her teachers tell Gloria to dream big: "My dream for a girl like Gloria is that she becomes something in life," says teacher Mireille Gazeua. "Finish school, of course, choose a career, become a doctor, an engineer. Who



A nine-year-old Gloria stands proudly outside of Citron Marlique School, wearing the same backpack that she received from UNICEF three years ago on her first day of class.

© UNICEF/PPP/2014/Livey



AGE 9

knows? Even President.” With the ongoing support of her proud teachers, Gloria hopes to become a nurse, or maybe a mathematician.

By supporting UNICEF, our donors are truly transforming lives. Today, as many as 77% of children in Haiti have access to an education, compared to just under 50% in 2010. Through your generosity, you have created brighter futures for children.

Go to unicef.ca/foreverychild to see Gloria’s inspiring transformation; from images taken shortly after the devastating earthquake to Gloria’s first day at school to the thriving little girl she is today.

STILL A LONG JOURNEY AHEAD

In the five years since the earthquake, we have made incredible progress, but it is not enough. In the country’s most rural communities, nearly one child in three still does not attend school. And for those who do, it often means a 90-minute walk just to reach a classroom.

Great challenges remain for the children of Haiti. And as long as children are at risk, and we have the support of our caring, generous donors, UNICEF will be there.

DID YOU KNOW



- In the long term, an education helps break the cycle of poverty. It’s estimated that if every child learned to read, about 170 million fewer people would live in poverty.

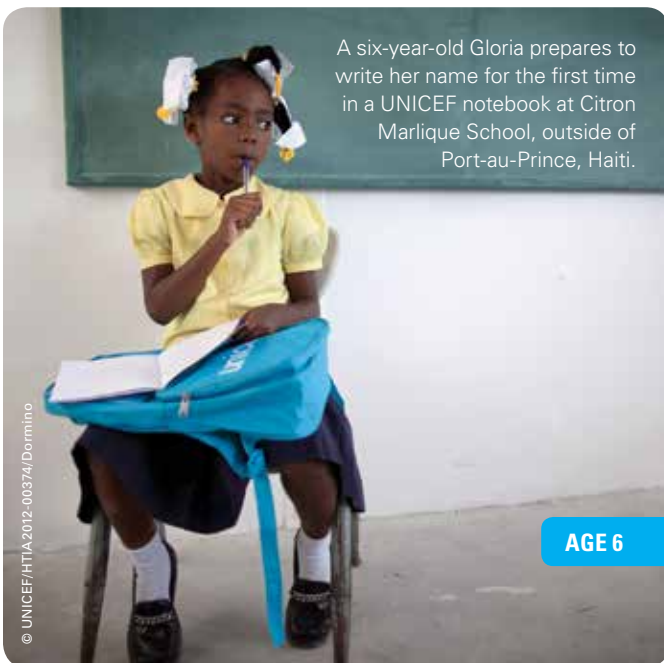


- In the midst of adversity and instability after a natural disaster or crisis, school gives children a sense of normalcy and a sanctuary for healing and health.



- An education increases the chances that children will be able to support themselves and seek a better life for their families. It also provides them with the skills to help rebuild their neighbourhoods and their country as a whole.

A six-year-old Gloria prepares to write her name for the first time in a UNICEF notebook at Citron Marlique School, outside of Port-au-Prince, Haiti.



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AGE 6

Watch your gift save children.

See what we see. Help save the children we save.

For the first time in history, using innovative technology, UNICEF will virtually transport you on an expedition to witness first-hand what life is like for some of the world's most vulnerable children. For a limited time when you choose a featured Survival Gift you'll receive a UNICEF 360° virtual-reality viewer. A little bit of cardboard and your smartphone and you'll join us in the field.



This image provided by © Google



Girl's Education \$120



School in a Box \$251



Water Pump \$475

Choose from more than 67 life-saving gifts this holiday. Plus, be sure to look for the blue icon when choosing your survival gift to receive a UNICEF 360° virtual-reality viewer.

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GIFTS**



unicef.ca/gifts